# NAVAIR

# OFFICE OF SMALL BUSINESS PROGRAMS

## NAVAIR'S SMALL BUSINESS AVIATION TECHNOLOGY CONFERENCE

## "HOW TO RESPOND TO A SOURCES SOUGHT" PANEL

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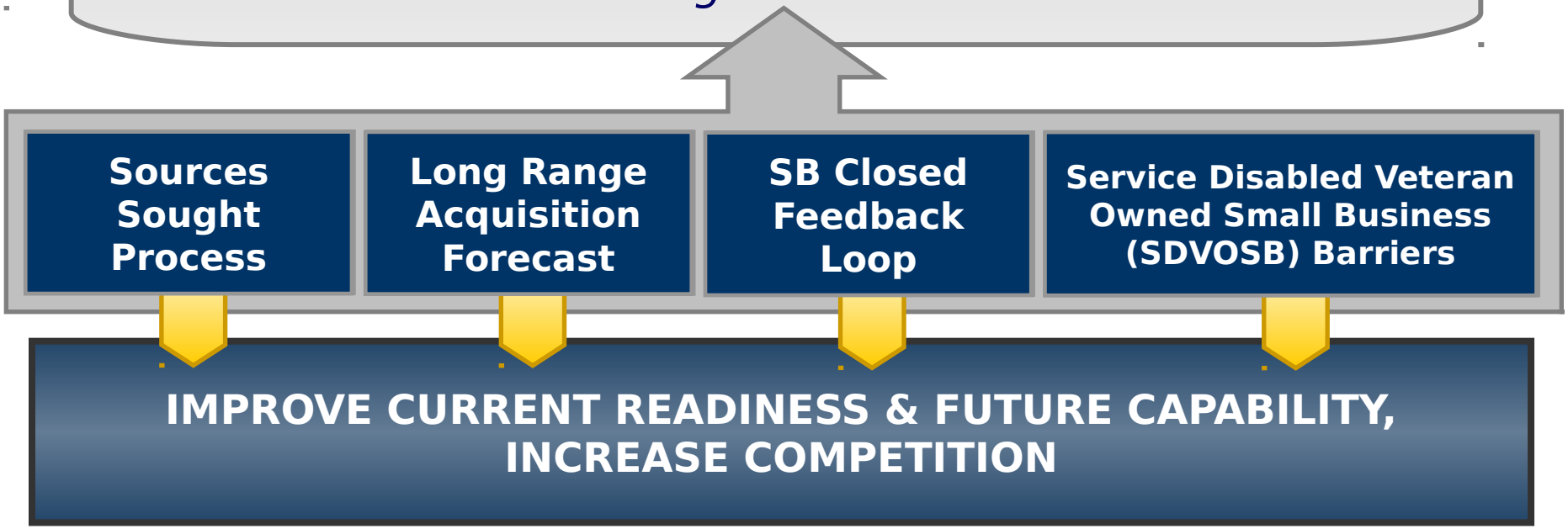
**NAWCAD Pax River Small Business Deputy**

**29 October 2009**

# CONTINUOUS PROCESS IMPROVEMENTS

## NAVAIR Office of Small Business Programs

*Enabling the Warfighter with creative solutions brought to them through small business.*


Sources Sought Process
Long Range Acquisition Forecast
SB Closed Feedback Loop
Service Disabled Veteran Owned Small Business (SDVOSB) Barriers
IMPROVE CURRENT READINESS & FUTURE CAPABILITY, INCREASE COMPETITION



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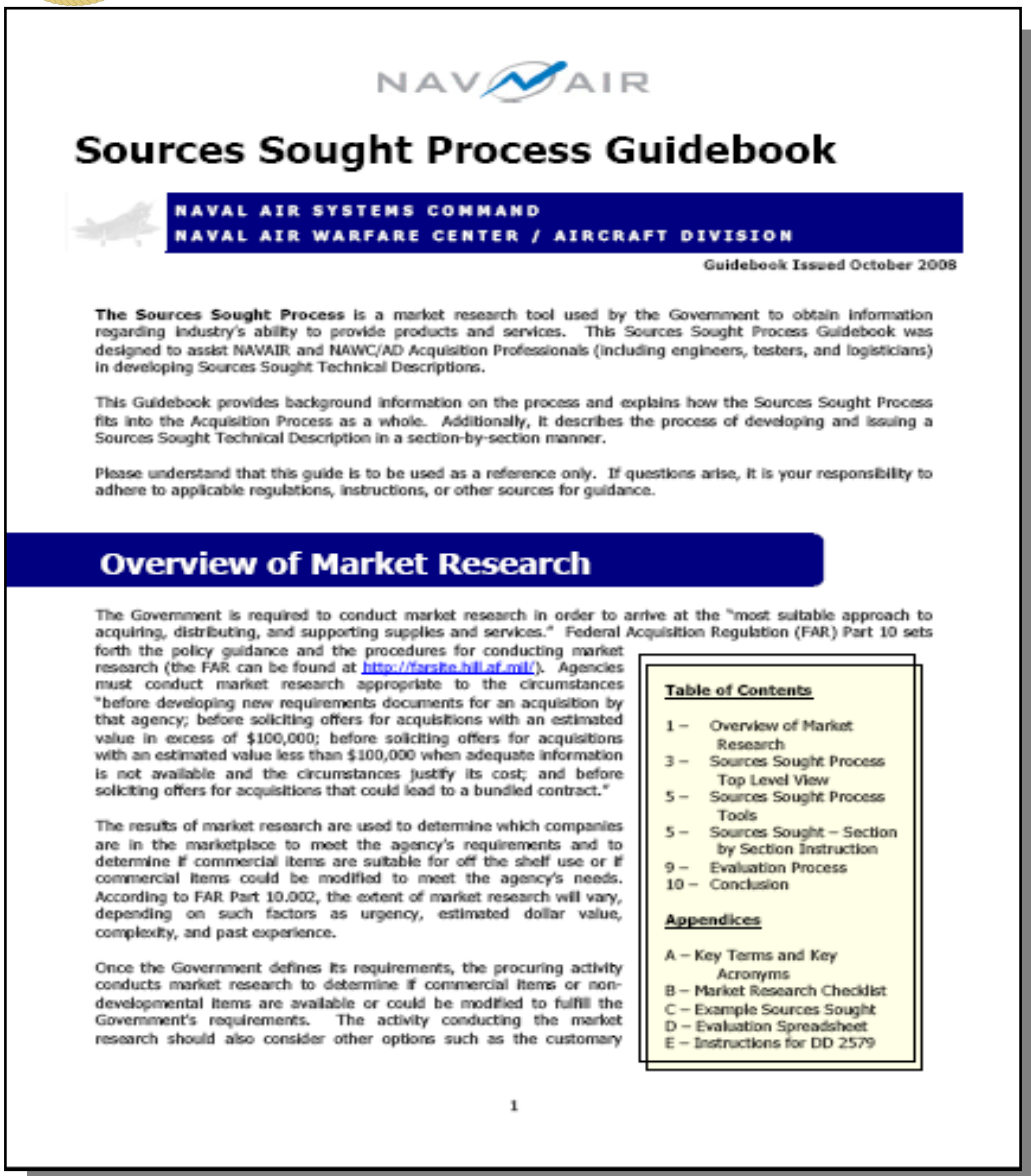
# MARKET RESEARCH



NAVAIR

## Sources Sought Process Guidebook

NAVAL AIR SYSTEMS COMMAND
NAVAL AIR WARFARE CENTER / AIRCRAFT DIVISION

Guidebook Issued October 2008

**The Sources Sought Process** is a market research tool used by the Government to obtain information regarding industry's ability to provide products and services. This Sources Sought Process Guidebook was designed to assist NAVAIR and NAWC/AD Acquisition Professionals (including engineers, testers, and logisticians) in developing Sources Sought Technical Descriptions.

This Guidebook provides background information on the process and explains how the Sources Sought Process fits into the Acquisition Process as a whole. Additionally, it describes the process of developing and issuing a Sources Sought Technical Description in a section-by-section manner.

Please understand that this guide is to be used as a reference only. If questions arise, it is your responsibility to adhere to applicable regulations, instructions, or other sources for guidance.

### Overview of Market Research

The Government is required to conduct market research in order to arrive at the "most suitable approach to acquiring, distributing, and supporting supplies and services." Federal Acquisition Regulation (FAR) Part 10 sets forth the policy guidance and the procedures for conducting market research (the FAR can be found at http://farsite.hill.af.mil/). Agencies must conduct market research appropriate to the circumstances "before developing new requirements documents for an acquisition by that agency; before soliciting offers for acquisitions with an estimated value in excess of $100,000; before soliciting offers for acquisitions with an estimated value less than $100,000 when adequate information is not available and the circumstances justify its cost; and before soliciting offers for acquisitions that could lead to a bundled contract."

The results of market research are used to determine which companies are in the marketplace to meet the agency's requirements and to determine if commercial items are suitable for off the shelf use or if commercial items could be modified to meet the agency's needs. According to FAR Part 10.002, the extent of market research will vary, depending on such factors as urgency, estimated dollar value, complexity, and past experience.

Once the Government defines its requirements, the procuring activity conducts market research to determine if commercial items or non-developmental items are available or could be modified to fulfill the Government's requirements. The activity conducting the market research should also consider other options such as the customary

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**LOCATED ON NAVAIR'S SMALL BUSINESS COI:**
**https://mynavair.navair.navy.mil/osbp**

**AND PMC WEBTOOL:**
**https://home.navair.navy.mil/pmcwebtool/**



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# SOURCES SOUGHT

- **OVERVIEW**
  - **SOURCES SOUGHT PROCESS GUIDEBOOK WAS APPROVED FOR USE BY NAWCAD PAX RIVER TECHNICAL PERSONNEL IN NOVEMBER 08**
    - **INDUSTRY IS A STAKEHOLDER, BUT FOR OUR USE ONLY**
    - **VOICE OF THE CUSTOMER SURVEY TO INDUSTRY IN SPRING 08**
    - **BLACK BELT AIRSPEED PROJECT (LEAN SIX SIGMA)**
  - **PROCESS IS MORE STANDARDIZED**
  - **GREATER FOCUS ON JUSTIFIABLE AND DEFENDABLE MARKET RESEARCH**
  - **FEEDBACK WILL BE PERIODICALLY PROVIDED TO INDUSTRY**
  - **PROCESS BEING REFINED AND GUIDEBOOK WILL BE UPDATED THIS FISCAL YEAR**


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# SOURCES SOUGHT (CONT)

- **PROCESS ENHANCEMENTS**
  - **WE ARE STARTING EARLIER ON ACQUISITION TIMELINE FOR UPCOMING PROCUREMENTS**
  - **OSBP REVIEW/CONCURRENCE OF FSC/PSCs AND NAICS CODES PRIOR TO ISSUANCE**
  - **MULTIPLE PSCs, IF APPLICABLE…CAST WIDER NET**
  - **FOLLOW-UP QUESTIONS (RFIs)…NOT MAKING DECISION UNTIL ALL REQUIRED DATA IS AVAILABLE**
  - **ADDITIONAL LEVEL OF REVIEW ON CERTAIN PROCUREMENTS**
  - **INDIVIDUAL WRITTEN FEEDBACK FROM KO TO EACH RESPONDENT UPON DETERMINATION OF STRATEGY (IT IS NOT A TECHNICAL DEBRIEF)**
  - **VALIDATION OF SMALL BUSINESS INTEREST AND CAPABILITY FOR SB SET-ASIDE OR SB SUBCONTRACTING %**


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# SOURCES SOUGHT (CONT)

- **AREAS INDUSTRY CAN IMPROVE IN**
  - **NOT ANSWERING THE QUESTIONS**
    - **VERY GENERAL INFORMATION PROVIDED**
    - **INPUT LACKED SPECIFICS**
  - **ADDRESSING EXPERIENCE THAT IS N/A TO THE REQUIREMENT**
  - **PROPOSING TEAMING, BUT NOT SHOWING VALUE-ADDED**
  - **ADMITTING LACK OF CAPABILITY OR EXPERIENCE, BUT NOT OFFERING A SOLUTION, MITIGATION, ALTERNATIVE, ETC.**


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# SOURCES SOUGHT (CONT)

- **TIPS**
  - **SHOW HOLISTIC CAPABILITY – TECHNICAL, BUT ALSO MANAGEMENT PRACTICES, FINANCIAL STABILITY, QUALITY PROCESSES, ABLE TO MANAGE SUBCONTRACTORS, DISCRIMINATORS, ETC.**
  - **PROVIDE MORE DETAIL ON NUMBER OF EMPLOYEES AND COMPANY LOCATIONS**
  - **REQUEST CLARIFICATION, IF NEEDED**
  - **MEET THE RESPONSE TIMELINE**


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